Directions: Answer the questions below as you read “The Development of Media Politics” pp. 220-230. E-mail your responses when finished.

1. Describe the findings of Thomas Patterson’s analysis of media coverage of presidential campaigns since 1960.
2. How did Karl Rove describe the press coverage of the 2000 election?
3. What is the press’ defense for the type of coverage described by Patterson and Rove? What are criticisms of such coverage?
4. How has the rise of TV news impacted newspaper circulation? What consequences does this have for political knowledge among the American public?
5. How did television coverage of the Vietnam War affect public opinion about the war?
6. Describe three ways the Federal Communications Commission regulates the airwaves.
7. What is narrowcasting? How has the rise of cable news led to narrowcasting?
8. Describe the findings of the 2003 Columbia University’s Project for Excellence in Journalism study.
9. How has the Internet changed the way in which news is reported?
10. How does private ownership affect the objective of media outlets?